



## Request for Proposals: Crowdfunding Campaigns

### Introduction

- Do you have an incredible project, just waiting to happen -- if you only had the funds to make it happen?
- Will your project support community goals, while keeping to a budget of \$10,000 or less?
- Are you, or is your business or organization, based in Keene, Chesterfield, Hinsdale, Swanzey or Winchester?

If your answers were yes, then please consider funding your project through The Local Crowd Monadnock. The Local Crowd Monadnock is a locally based crowdfunding platform helping start-up ventures, early-growth stage companies and community-focused projects find access to capital.

The Local Crowd Monadnock is about us -- our region, our community -- and the goals we've created around economic development and prosperity. Learn more about [The Local Crowd Monadnock](#) and our [Request For Proposals](#) online or review the following pages.

### Questions?

Please contact Jen Risley at [monadnockbuylocal@gmail.com](mailto:monadnockbuylocal@gmail.com) or 603-499-7950.

**The Local Crowd Monadnock Proposals are due January 6, 2017**



## **Background**

Crowdfunding is the process in which an entrepreneur, business or organization asks a large number of people (usually through the Internet) to contribute a certain amount of money for a specific business or community development project.

The Local Crowd Monadnock combines the power of Internet crowdfunding with an educational and technical assistance component designed to increase participants' capacity to use crowdfunding to both raise money and contribute to their communities.

The program has the potential to develop a stronger funding ecosystem in a community -- ultimately revitalizing local businesses, encouraging entrepreneurial activity and creating a new way for community members to support projects they care about.

The Monadnock Region was selected in 2016 to be a Local Crowd Demonstration Site as part of a national USDA pilot project.

The Local Crowd Monadnock will officially launch its crowdfunding platform in March 2017. In this first year, we are inviting entrepreneurs, businesses and organizations in the following city/towns to take advantage of this innovative new program by submitting project campaign proposals:

- **Keene**
- **Chesterfield**
- **Hinsdale**
- **Swanzey**
- **Winchester**

Learn more about The Local Crowd Monadnock: [monadnocklocal.org/tlc](http://monadnocklocal.org/tlc).



## **Project Qualifications**

Ideal crowdfunding project proposals will:

- Have a budget under \$10,000.
- Be based in Keene, Chesterfield, Hinsdale, Swanzey or Winchester.
- Be simple.
- Demonstrate economic benefit to your business/organization—and ultimately the community you serve.
- Be ready to begin planning fundraising efforts on January 16, 2017, with a March 15, 2017 crowdfunding project launch date.

Preference will be given to projects that align with their city/town's master plan and contribute to a more local, green and fair economy.

## **Participant Responsibilities**

Project campaigns will need to be responsible for the following:

- Adhere to the “three keys of success” promoted by The Local Crowd platform:
  - YOU make it happen.
  - YOU fund it.
  - YOU share with your personal network.
- Form a Campaign Team that will actively promote your fundraising project to their community networks.
- Work closely with The Local Crowd Monadnock team to leverage training, marketing and community outreach tools.

## **What a Project Campaign Will Receive**

- Support from The Local Crowd Monadnock team as the business/project prepares to launch its crowdfunding campaign.
- Marketing, outreach and community education using local media, including social media.
- Opportunity to receive funds raised via the crowdfunding campaign for the designated project.



## How to Apply

To have a project campaign considered for The Local Crowd Monadnock funding, please [fill out this online form](#)\* or submit a 1-2 page proposal to [monadnockbuylocal@gmail.com](mailto:monadnockbuylocal@gmail.com) before 5:00 p.m. on January 6, 2017.

### Please include the following:

- Name of individual at business/organization who will be the primary person responsible for the project;
- Project name, town/city and business/organization's name;
- Project description and cost;
- Business/organizational need;
- Benefits;
- Why the project should be considered.

\*Find a link to our online form at [monadnocklocal.org/tlc](http://monadnocklocal.org/tlc).

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